

TRANSMITTAL LETTER			Case No: 9623/381
Serial No. 09/993,926	Filing Date November 13, 2001	Examiner To Be Assigned	Group Art Unit 2162
Inventor(s) Dominic Cheung et al.			
Title of Invention POSITION BIDDING IN A PAY FOR PLACEMENT SEARCH SYSTEM			

2162  
#5  
8/14/02  
mel



TO THE COMMISSIONER FOR PATENTS

Transmitted herewith is: Transmittal Letter (in duplicate); Information Disclosure Statement; PTO 1449 Form  
including references A1 - A128 and post card evidencing receipt.

- ☐ Small entity status of this application under 37 CFR § 1.27 has been established by verified statement previously submitted.
- ☐ A verified statement to establish small entity status under 37 CFR §§ 1.9 and 1.27 is enclosed.
- ☐ Petition for a \_\_\_\_\_ month extension of time.
- ☐ No additional fee is required.
- ☐ The fee has been calculated as shown below:

					Small Entity		Other Than Small Entity	
	Claims Remaining After Amendment		Highest No. Previously Paid For	Present Extra	Rate	Add'l Fee	Rate	Add'l Fee
Total		Minus			x \$9=		x \$18=	
Indep.		Minus			x 39=		x \$78=	
First Presentation of Multiple Dep. Claim					+\$130 =		+ \$260=	
					Total add'l fee	\$	total add'l fee	\$

- ☐ Please charge Deposit Account No. 23-1925 (BRINKS HOFER GILSON & LIONE) in the amount of \$\_\_\_\_\_. A duplicate copy of this sheet is enclosed.
- ☐ A check in the amount of \$\_\_\_\_\_ to cover the filing fee is enclosed.
- ☒ The Commissioner is hereby authorized to charge payment of any additional filing fees required under 37 CFR § 1.16 and any patent application processing fees under 37 CFR § 1.17 associated with this communication or credit any overpayment to Deposit Account No. 23-1925. A duplicate copy of this sheet is enclosed.
- ☒ I hereby petition under 37 CFR § 1.136(a) for any extension of time required to ensure that this paper is timely filed. Please charge any associated fees which have not otherwise been paid to Deposit Account No. 23-1925. A duplicate copy of this sheet is enclosed.

Respectfully submitted,

John G. Rauch  
 Registration No. 37, 218  
 Attorney for Applicants

**RECEIVED**  
 JUL 24 2002  
**GROUP 3600**

BRINKS HOFER GILSON & LIONE  
 P.O. BOX 10395  
 CHICAGO, ILLINOIS 60610 - (312) 321-4200

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to: Commissioner for Patents, Washington, D.C. 20231, on July 17, 2002.

Date: 7/17/2002 Signature:

# 5  
8-13-02  
mel

**CERTIFICATE OF MAILING**

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope, with sufficient postage, addressed to: Commissioner for Patents, Washington, D.C. 20231, on



July 17, 2002

Date of Deposit

John G. Rauch, Reg. No. 37,218

Name of Applicant, Assignee or  
Registered Representative

*John G. Rauch*

Signature

7/17/2002

Date of Signature

Our Case No.: 9623/381

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of:

Dominic Cheung et al.

Serial No.: 09/993,926

Filing Date: November 13, 2001

For: POSITION BIDDING IN A PAY FOR  
PLACEMENT SEARCH SYSTEM

Examiner: TBA

Group Art Unit: 2162

**INFORMATION DISCLOSURE STATEMENT**

Commissioner for Patents  
Washington, D.C. 20231

Dear Sir:

In compliance with the duty of disclosure under 37 C.F.R. § 1.56, it is respectfully requested that this Information Disclosure Statement be entered and the documents listed below and on the attached Form PTO-1449 be considered by the Examiner and made of record.

The references now cited are the following:

### US PATENT DOCUMENTS



DOCUMENT NUMBER	DATE	NAME
5,659,732	08/19/97	Kirsch
5,717,923	02/10/98	Dedrick
5,724,424	03/03/98	Gifford
5,724,521	03/03/98	Dedrick
5,724,524	03/1998	Hunt et al.
5,748,954	05/1998	Maudlin
5,752,238	05/12/98	Dedrick
5,768,521	06/16/98	Dedrick
5,794,210	08/11/98	Goldhaber, et al.
5,826,241	10/20/98	Stein, et al.
5,848,397	12/08/98	Marsh, et al.
5,848,407	12/08/98	Ishikawa, et al.
5,852,820	12/22/98	Burrows
5,855,008	12/29/98	Goldhaber, et al.
5,864,845	01/26/99	Voorhees, et al.
5,864,846	01/26/99	Voorhees, et al.
5,903,882	05/1999	Asay et al.
5,918,014	06/29/99	Robinson
5,920,854	07/06/99	Kirsch, et al.
5,920,859	07/06/99	Li
6,078,866	06/2000	Buck et al.
US 6,296,361 B1	07/31/01	Davis et al.

### FOREIGN PATENT DOCUMENTS

DOCUMENT NUMBER	DATE	COUNTRY
WO 99/20486	09/1999	WIPO
WO 99/48028	09/1999	WIPO
WO 2000/16218	03/2000	WIPO
WO 2000/41090	07/2000	WIPO



OTHER ART AND RELATED DOCUMENTS

RECEIVED

JUL 24 2002

GROUP 3600

Database of Corporate ResourceNet, "New Service Puts An Auction Search Engine Under One Roof", Electronic Advertising & Marketplace Report, Vol. 12, Issue 8, Apr. 1998, page 6.
Espe, "Online Search Engines Start To Charge For Listings", Washington Business Journal, Vol. 18, Issue 1, May 1999, page 31.
Dawson et al., "2 Search Sites Narrow Their Parameters", Adweek-Western Edition, Vol. 48, Issue 42, Oct. 1998, page 1.
Database of Corporate ResourceNet, "Bits", from Adweek-Eastern Edition, Vol. 40, Issue 14, April 1999, page 46.
Komando, "Searching For Search Engines - from Dogpile to Deja News", Business First-Colombus, Vol. 14, Issue 43, June 1998, page 46.
Database of Corporate ResourceNet, New services Aim to Boost Efficiency of Search Engines", Electronic Advertising & Marketplace Report, Vol. 12, Issue 13, June 1998, page 6.
Database of Corporate ResourceNet, "Goto.com Chooses Quest's SharePlex(R) for Oracle Software to Ensure Uptime for Business-Critical Web Site", PR Newswire, June 2000.
Database of Corporate ResourceNet, "Capitalist Tool", Time Canada, Vol. 151, Issue 8. March 1998, page 41.
Database of DialogClassic(m), "Homestead Technologies' Continued Success Draws \$17.50 Million In second Round of Venture Funding", PR Newswire, April 1999.
"APS Search Tools - Patent Search Client Strategy", by US Patent & Trademark Office, Sept. 1997.
"Frequently Asked Questions NT Image Search & Retrieval (IS&R)", by US Patent & Trademark Office, Dec. 1997.
"Chapter 1-Introduction to Dialog", by Dialog Information Service, Inc. pp 1-1 to 1-14.
"Automated Patent System (APS) Workstation Reference Manual", by US Patent & Trademark Office, July 1996.
Frentzen, Jeff, "Help for Getting the Word Out About Web Sites", PC Week, v14, n46, p. 27(1), Nov. 3, 1997.
Miller, Karen L., "Improve Your Ranking (Building Web Sites to Attract Web Searches)", Home Office Computer, v16, n1, p 51(2) Jan, 1998.
Wingfield, "Another Engine Takes Ads By The Click", from <a href="http://www.news.com?news/Item/0.4.1387,00/html">http://www.news.com?news/Item/0.4.1387,00/html</a> , May 1996.
Pelline, "New Search Engine Goes Commercial", by CNET News.com, Feb. 1998.
Wang, "Engines Battle Irrelevance of Results-New Search Service Hope To Fill The Void", by Internet World, Feb. 1998.
Vondr Haar, "Searching For The Highest Bidder", from <a href="mailto:Inter@active">Inter@active</a> week.
Riedman, "Search Engine Startup To Auction Listings", from Interactive-Advertising, Feb. 1998.
Rich, "New Search Engine Allows Sites To Pay Their Way to Top", from <a href="http://www.adweek.com/iq/iqnews02.asp">http://www.adweek.com/iq/iqnews02.asp</a> .



Mardesich, "Web Site Operators Pay for Top Billing-Search Engine Allows Site Sponsors to Buy Place On Special List", from Knight Ridder Newspapers, March 1998.
Hilty, "GoTo.Hell-What Happens When On Line Search Engine Accepts Cash From Web Sites?" from <a href="http://www.ocweekly.com/link/archives/97/27/byte-3.11.98-1.html">http://www.ocweekly.com/link/archives/97/27/byte-3.11.98-1.html</a> , March 1998.
Flynn, "With GoTo.com's Search Engine, the Highest Bidder Shall Be Ranked First", by the New York Times, March 1998.
Clark, "Start-Up Plans Internet Search Service Tying Results To Advertising Spending", from the Wall Street Journal, Feb. 1998.
"Going, Going ...", from A Closer Look of the Wall Street Journal-Marketplace, April 1998.
"Coursey.com", David Coursey's Insider report on Personal Computing, the Internet and Communications", March 1998.
Glaser, "Who Will GoTo.com", from OnlinePress.com, Feb. 1998.
Mardesic, "Search Engine Charges Hit Sites", from <a href="http://www.sjmercury.com/business/center/goti022198.html">http://www.sjmercury.com/business/center/goti022198.html</a> , Feb. 1998.
"News Watch About Search Engines", from <a href="http://searchenginewatch.com/ness.html">http://searchenginewatch.com/ness.html</a> , Feb. 1998.
Wang, "Engines Battle Irrelevance of Results", from Internet World.
Swartz, "Browser Only Lists Paying Web Sites Critics Fear Approach Will Squeeze Out Most Small Internet Players", from <a href="http://www.sfgate.com/cgi-bin/publish">http://www.sfgate.com/cgi-bin/publish</a> on San Francisco Chronicle, Feb. 1998.
McWilliams, PC World Online, February 23, 1998, "Search Engine To Sell Top Positions On Results Lists", from <a href="http://www.pcworld.com/news/daily/data/0298/....html">http://www.pcworld.com/news/daily/data/0298/....html</a> .
"Search Engine Start Up To Auction Listings", from <a href="http://www.adage.com/interactive/daily/index/html">http://www.adage.com/interactive/daily/index/html</a> , Feb. 1998.
Alyson, "Searching The Search Engines", from Bacon's, May 1998.
Pelline, "Pay-for-placement gets another shot", from <a href="http://www.newscom.?news/item/0,4,19307,00.html">http://www.newscom.?news/item/0,4,19307,00.html</a> , Sept. 1997.
IBM Technical Disclosure Bulletin, "Organizing A Ranked List of Search Matches", Nov. 1994.
Jeffrey Brewer, ClickZ Today, August 18, 1998, "Pay-For-Performance: Creating More And Better Value", obtained at the internet address <a href="http://www.clickz.com">http://www.clickz.com</a> , August 18, 1998.
Jesse Berst, ZDNet, August 17, 1998, "Search Sites' Shocking Secret", obtained at the internet address <a href="http://www.zdnet.com/anchordesk/story/story_2432.html">http://www.zdnet.com/anchordesk/story/story_2432.html</a> , August 17, 1998.
Sara Fisher, "Budding Internet Firm Finds Niche in Satisfaction", L.A. Business Journal, August 10, 1998.
"Disclosure Rules", The Industry Standard – The Newsmagazine of the Internet Economy, August 10, 1998.
G. David Doran, "Pay to Play", Entrepreneur, July 1998, p. 18.
Advertising Age-Interactive Daily Homepage; obtained at the internet address <a href="http://www.adage.com/interactive/daily/index.html">http://www.adage.com/interactive/daily/index.html</a> , June 8, 1998.
Kim Komando, "With About 320 Million Sites, Search Engines Offer Some Help", copyright 1998, Los Angeles Times Syndication.
Margot Williams, "How To Ease Your Online Searches", Lansing State Journal, June 1, 1998.
"GoTo.com Gets Venture Funding", Internet World Magazine, June 1, 1998.

Sasha Alyson, "Searching The Search Engines", Front Page, May 8, 1998.
Advertising Age-Interactive Daily Homepage, February 23, 1998, "Search Engine Startup To Auction Listings", obtained at the internet address <a href="http://www.adage.com/interactive/mdaily/index.html">http://www.adage.com/interactive/mdaily/index.html</a> .
Brian McWilliams, PC World Online, February 23, 1998, "Search Engine To Sell Top Positions On Results Lists", obtained at the internet address <a href="http://www.pcworld.com/news/daily/data/0298/9880223173204.html">http://www.pcworld.com/news/daily/data/0298/9880223173204.html</a> .
Jon Swartz, San Francisco Chronicle, February 23, 1998, "Browser Only Lists Paying Web Sites Critics Fear Approach Will Squeeze Out Most Small Internet Players", obtained at the internet address <a href="http://www.sfgate.com/cgi-bin/article/archive/1998/02/21/BU102470.DTL">http://www.sfgate.com/cgi-bin/article/archive/1998/02/21/BU102470.DTL</a> .
Nelson Wang, "Engines Battle Irrelevance of Results", from <a href="http://www.internetworld.com/print/current/news/19980223-battle.html">http://www.internetworld.com/print/current/news/19980223-battle.html</a> , Feb. 1998.
Search Engine Watch, February 21, 1998, "GoTo Sells Positions", obtained at the internet address <a href="http://www.searchenginewatch.com/news.html">http://www.searchenginewatch.com/news.html</a> , February 23, 1998.
Jodi Mardesich, "Search Engine Charges Hit Sites", from <a href="http://www.sjmercury.com/business/center/goto022198.html">http://www.sjmercury.com/business/center/goto022198.html</a> , Feb. 1998.
Ken Glaser, "Who Will GoTo.com?", OnlinePress.com, Feb. 1998
Jeff Peline, "New Search Engine Goes Commercial", from <a href="http://www.news.com/News/Item/0,4,19281,00.html">http://www.news.com/News/Item/0,4,19281,00.html</a> , February 20, 1998.
"Going, Going...", The Wall Street Journal, April 1998. p. B1.
David Coursey, "Coursey.com", March 1998.
Don Clark, "Start-Up Plans Internet Search Service Tying Results To Advertising Spending", The Wall Street Journal, February 20, 1998.
Laurie J. Flynn, "With GoTo.com's Search Engine, The Highest Bidder Shall Be Ranked First", The New York Times, March 1998, p. C1.
Wyn Hilty, OCWeekly byte marks, "GoTo.Hell", from <a href="http://www.ocweekly.com/ink/archives/97/27byte-3.11.98-1.shtml">http://www.ocweekly.com/ink/archives/97/27byte-3.11.98-1.shtml</a> , March 13, 1998.
Jodi Mardesich, "Web Site Operators Pay For Top Billing", The News – Herald (Willoughby, OH), March 2, 1998.
Laura Rich, Adweek Online IQ News Online, February 23, 1998, "New Search Engine Allows Sites to Pay Their Way to Top", from <a href="http://www.adweek.com/iq/iqnews02.asp">http://www.adweek.com/iq/iqnews02.asp</a> , Feb. 1998.
Patricia Riedman, "Search Engine Startup To Auction Listings", Advertising Age Magazine, February 23, 1998, p. 34.
Steven Vonder Haar, ZDNet.com, February 19, 1998, "Searching For The Highest Bidder", obtained at the internet address <a href="http://www.zdnet.com/intweek/daily/980219i.html">http://www.zdnet.com/intweek/daily/980219i.html</a> , February 23, 1998.
Nelson Wang, "Engines Battle Irrelevance of Results", Internet World, Feb. 10, 1998, p.1
Interactive Week Magazine, Garden City, N.Y. May 25, 1998.
Jeff Peline, "New Search Engine Goes Commercial", CNET News.com, from <a href="http://www.news.com/News/Item/0,4,19281,00.html">http://www.news.com/News/Item/0,4,19281,00.html</a> , Feb. 20, 1998.
Nick Wingfield, Staff Writer, CNET News.com, June 21, 1996, "Engine Sells Results, Draws Fire", obtained at the internet address <a href="http://www.news.com/News/Item/Textonly/0,25,1635,00.html">http://www.news.com/News/Item/Textonly/0,25,1635,00.html</a> , July 29, 1999.

Nick Wingfield, Staff Writer, CNET News.com, May 22, 1996, "Another Engine Takes Ads By The Click", obtained at the internet address <a href="http://www.news.com/News/Item/0,4,1387,00.html">http://www.news.com/News/Item/0,4,1387,00.html</a> , July 29, 1999.
Rose Aguilar, Staff Writer, CNET News.com, April 29, 1996, "New Ad Model Charges By The Click", obtained at the internet address <a href="http://www.news.com/News/Item/0,4,1199,00.html">http://www.news.com/News/Item/0,4,1199,00.html</a> , July 29, 1999.
Alex Lash, Staff Writer, CNET News.com, December 11, 1996, "Open Text Updates Tools", obtained at the internet address <a href="http://www.news.com/News/Item/0,4,6118,00.html">http://www.news.com/News/Item/0,4,6118,00.html</a> , July 29, 1999.
"About SearchUP, Inc.", July 15, 1999, obtained at the internet address <a href="http://www.searchup.com/about.cfm">http://www.searchup.com/about.cfm</a> .
"Testimonials", July 15, 1999, obtained at the internet address <a href="http://www.searchup.com/testimonials.cfm">http://www.searchup.com/testimonials.cfm</a> .
"Benefits", July 15, 1999, obtained at the internet address <a href="http://www.searchup.com/benefits.cfm">http://www.searchup.com/benefits.cfm</a> .
"Information", July 15, 1999, obtained at the internet address <a href="http://www.searchup.com/information.cfm">http://www.searchup.com/information.cfm</a> .
"Tips & Tricks", July 15, 1999, obtained at the internet address <a href="http://www.searchup.com/tipsandtricks.cfm">http://www.searchup.com/tipsandtricks.cfm</a> .
Correspondence from Bryan Buck, President of SearchUp.com, July 7, 1999.
Saul Hansell "Alta Vista Invites Advertisers to Pay for Top Ranking", The New York Times, April 15, 1999, p. C2
Galore – Super Search Engine, May 21, 1999, obtained at the internet address <a href="http://www.galore.com/1/mainframe.shtml">http://www.galore.com/1/mainframe.shtml</a> .
hitsgalore.com Search Engine, May 21, 1999, obtained at the internet address <a href="http://www.hitsgalore.com">http://www.hitsgalore.com</a>
I Seek It "The Next Generation Search Engine", May 21, 1999, obtained at the internet address <a href="http://www.iseekit.com">http://www.iseekit.com</a> .
Correspondence from Emilia F. Cannella to Robert Brahms, CEO of BeFirst Internet Corporation regarding findwhat.com, July 20, 1999.
Correspondence from Emilia F. Cannella to Michael Melcher, MC Services regarding SearchUP.com, July 1, 1999.
Correspondence from Emilia F. Cannella to Robert G. Schuler, Esq., Kegler, Brown, Hill & Ritter regarding iseekit.com, July 1, 1999.
Correspondence from Emilia F. Cannella to Andrew Conru, Vote Publishing regarding galore.com, June 30, 1999.
SearchUP.com – Internet Directory, Automated Bid Placement System, obtained at the internet address <a href="http://www.searchup.com/search.cfm">http://www.searchup.com/search.cfm</a> , August 25, 1999.
SearchUP: URL Position Manager, obtained at the internet address <a href="https://www.securearea.net/searchup/login.cfm">https://www.securearea.net/searchup/login.cfm</a> , August 25, 1999.
SearchUP: URL Position Manager, obtained at the internet address <a href="https://www.securearea.net/searchup/newaccount.cfm">https://www.securearea.net/searchup/newaccount.cfm</a> , August 25, 1999.
SearchUP: URL Position Manager, obtained at the internet address <a href="https://www.securearea.net/getaccount/login.cfm">https://www.securearea.net/getaccount/login.cfm</a> , August 25, 1999.
Correspondence from Emilia F. Cannella to Mr. D. Reed, Reports Galore, regarding hitsgalore.com, June 30, 1999.
Miller, Karen L., "Improve Your Ranking", Home Office Computer, Vol. 16, No. 1, Jan. 1998, p. 51(2).

Jeff Fretzen, "Help For Getting The Word Out About Web Sites", PC Week, Vo. 14, No. 46, Nov. 3, 1997, p. 27(1).
Article from the Search Engine Report, "GoTo To Sell Positions", March 3, 1998, <a href="http://www.searchenginewatch.com/sereport/9803-to-to-html">http://www.searchenginewatch.com/sereport/9803-to-to-html</a> .
Article from CNET News, "Engine Sells Results, Draws Fire", June 21, 1996, <a href="http://www.nees.com/News?Item/0,4,1635,00.html">http://www.nees.com/News?Item/0,4,1635,00.html</a> .
Press release on Lightweight Directory Access protocol (LDAP), Netscape Comm. Corp. Mountain View, CA., April 1996.
ClickMail Central directory, circa April 1996,
GoTo.com, circa 1998, at <a href="http://www.goto.com">www.goto.com</a>
Northern Light, circa 1997-98, at <a href="http://sirocco.northernlight.com">sirocco.northernlight.com</a>
Laura Rich, Adweek Online IQ News Online, February 23, 1998, "New Search Engine Allows Sites to Pay Their Way to Top", from <a href="http://www.adweek.com/iq/iqnews02.asp">http://www.adweek.com/iq/iqnews02.asp</a> , February 23, 1998.
Smith, Laura B., article "Going ... Gone", PC Week, Vol. 13, No. 34, August 26, 1996, p E1 (2), <a href="http://www.dialog-classic.com/DialogClassic/dialog">http://www.dialog-classic.com/DialogClassic/dialog</a> .
Cliff Kurtzman, "Another Internet Advertising List", Internet Advertising Digest #006, dated June 19, 1996, from <a href="http://www.o-a.com/archive/1996/june.0021.html">http://www.o-a.com/archive/1996/june.0021.html</a> , printed 09/28/01, 5 pages.
Findwhat.com online Account Management Area, printed from the Internet at: <a href="https://secure.findwhat.com">https://secure.findwhat.com</a> , 16 pages.

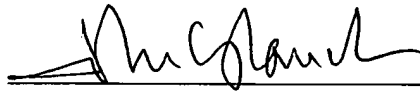
In accordance with 37 C.F.R. § 1.97(g),(h), this Information Disclosure Statement is not to be construed as a representation that a search has been made and is not to be construed to be an admission that the information cited is, or is considered to be, material to patentability as defined in 37 C.F.R. § 1.56(b).

This Information Disclosure Statement is being filed prior to the receipt of the first Official Action reflecting an examination on the merits and hence is believed to be timely filed in accordance with 37 C.F.R. § 1.97(b). No fees are believed to be due in connection with filing of this Information Disclosure Statement. However, should any fees under 37 C.F.R. §§ 1.16 to 1.21 be deemed necessary for any reason relating to these materials, the Commissioner is hereby authorized to deduct said fees from Brinks Hofer Gilson & Lione Deposit Account No. 23-1925.



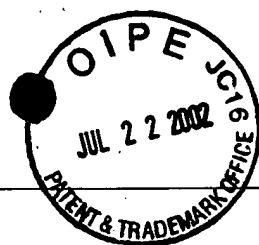
Applicants respectfully request that the listed documents be made of record in  
the present case.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "John G. Rauch", is written over a horizontal line.

John G. Rauch  
Registration No. 37,218  
Attorney for Applicants

July 17, 2002  
BRINKS HOFER GILSON & LIONE  
P.O. Box 10395  
Chicago, IL 60610  
Tel. (312) 321-4200  
Fax (312) 321-4299



FORM PTO-1449	SERIAL NO. 09/993,926	CASE NO. 9623/381
LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT	FILING DATE November 13, 2001	GROUP ART UNIT 2162
(use several sheets if necessary)		APPLICANT(S): Dominic Cheung et al.

## REFERENCE DESIGNATION

## U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS/ SUBCLASS	FILING DATE
	A1	5,659,732	08/19/97	Kirsch	395/605	05/17/95
	A2	5,717,923	02/10/98	Dedrick	396/613	11/03/94
	A3	5,724,424	03/03/98	Gifford	380/24	11/29/95
	A4	5,724,521	03/03/98	Dedrick	395/226	11/03/94
	A5	5,724,524	03/1998	Hunt et al.	395/237	12/15/95
	A6	5,748,954	05/1998	Maudlin	395/610	06/05/95
	A7	5,752,238	05/12/98	Dedrick	705/14	11/03/94
	A8	5,768,521	06/16/98	Dedrick	395/226	02/02/96
	A9	5,794,210	08/11/98	Goldhaber, et al.	705/14	12/11/95
	A10	5,826,241	10/20/98	Stein, et al.	705/26	09/16/94
	A11	5,848,397	12/08/98	Marsh, et al.	705/14	04/19/96
	A12	5,848,407	12/08/98	Ishikawa, et al.	707/2	05/22/97
	A13	5,852,820	12/22/98	Burrows	707/2	08/09/96
	A14	5,855,008	12/29/98	Goldhaber, et al.	705/14	08/28/97
	A15	5,864,845	01/26/99	Voorhees, et al.	707/5	06/28/96
	A16	5,864,846	01/26/99	Voorhees, et al.	707/5	06/28/96
	A17	5,903,882	05/1999	Asay et al.	705/44	12/13/96
	A18	5,918,014	06/29/99	Robinson	395/200.49	12/26/96
	A19	5,920,854	07/06/99	Kirsch, et al.	707/3	08/14/96
	A20	5,920,859	07/06/99	Li	707/5	02/05/97
	A21	6,078,866	06/2000	Buck et al.	702/2	09/14/98
	A22	US 6,296,361 B1	07/31/01	Davis et al.	707/3	05/28/99

## FOREIGN PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	COUNTRY	CLASS/ SUBCLASS	TRANSLATION YES NO
	A23	WO 99/20486	09/1999	WIPO		
	A24	WO 99/48028	09/1999	WIPO		
	A25	WO 2000/16218	03/2000	WIPO		
	A26	WO 2000/41090	07/2000	WIPO		

RECEIVED

JUL 24 2002

GROUP 3600

EXAMINER	DATE CONSIDERED
----------	-----------------

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

FORM PTO-1449	SERIAL NO. 09/993,926	CASE NO. 9623/381
<b>LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT</b>	FILING DATE November 13, 2001	GROUP ART UNIT 2162
(use several sheets if necessary)		APPLICANT(S): Dominic Cheung et al.

EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)	
	A27	Database of Corporate ResourceNet, "New Service Puts An Auction Search Engine Under One Roof", Electronic Advertising & Marketplace Report, Vol. 12, Issue 8, Apr. 1998, page 6.
	A28	Espe, "Online Search Engines Start To Charge For Listings", Washington Business Journal, Vol. 18, Issue 1, May 1999, page 31.
	A29	Dawson et al., "2 Search Sites Narrow Their Parameters", Adweek-Western Edition, Vol. 48, Issue 42, Oct. 1998, page 1.
	A30	Database of Corporate ResourceNet, "Bits", from Adweek-Eastern Edition, Vol. 40, Issue 14, April 1999, page 46.
	A31	Komando, "Searching For Search Engines - from Dogpile to Deja News", Business First-Colombus, Vol. 14, Issue 43, June 1998, page 46.
	A32	Database of Corporate ResourceNet, New services Aim to Boost Efficiency of Search Engines", Electronic Advertising & Marketplace Report, Vol. 12, Issue 13, June 1998, page 6.
	A33	Database of Corporate ResourceNet, "Goto.com Chooses Quest's SharePlex(R) for Oracle Software to Ensure Uptime for Business-Critical Web Site", PR Newswire, June 2000.
	A34	Database of Corporate ResourceNet, "Capitalist Tool", Time Canada, Vol. 151, Issue 8. March 1998, page 41.
	A35	Database of DialogClassic(m), :Homestead Technologies' Continued Success Draws \$17.50 Million In second Round of Venture Funding", PR Newswire, April 1999.
	A36	"APS Search Tools - Patent Search Client Strategy", by US Patent & Trademark Office, Sept. 1997.
	A37	"Frequently Asked Questions NT Image Search & Retrieval (IS&R)", by US Patent & Trademark Office, Dec. 1997.
	A38	"Chapter 1-Introduction to Dialog", by Dialog Information Service, Inc. pp 1-1 to 1-14.
	A39	"Automated Patent System (APS) Workstation Reference Manual", by US Patent & Trademark Office, July 1996.
	A40	Frentzen, Jeff, "Help for Getting the Word Out About Web Sites", PC Week, v14, n46, p. 27(1), Nov. 3, 1997.
	A41	Miller, Karen L., "Improve Your Ranking (Building Web Sites to Attract Web Searches)", Home Office Computer, v16, n1, p 51(2) Jan, 1998.
	A42	Wingfiled, "Another Engine Takes Ads By The Click", from <a href="http://www.news.com?news/Item/0.4.1387,00/html">http://www.news.com?news/Item/0.4.1387,00/html</a> , May 1996.
	A43	Pelline, "New Search Engine Goes Commercial", by CNET News.com, Feb. 1998.
	A44	Wang, "Engines Battle Irrelevance of Results-New Search Service Hope To Fill The Void", by Internet World, Feb. 1998.
	A45	Vondr Haar, "Searching For The Highest Bidder", from <a href="mailto:Inter@active">Inter@active</a> week.
	A46	Riedman, "Search Engine Startup To Auction Listings", from Interactive-Advertising, Feb. 1998.
	A47	Rich, "New Search Engine Allows Sites To Pay Their Way to Top", from <a href="http://www.adweek.com/iq/iqnews02.asp">http://www.adweek.com/iq/iqnews02.asp</a> .
	A48	Mardesich, "Web Site Operators Pay for Top Billing-Search Engine Allows Site Sponsors to Buy Place On Special List", from Knight Ridder Newspapers, March 1998.

EXAMINER	DATE CONSIDERED
----------	-----------------

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

**RECEIVED**

JUL 24 2002

**GROUP 3600**

FORM PTO-1449	SERIAL NO. 09/993,926	CASE NO. 9623/381
LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT	FILING DATE November 13, 2001	GROUP ART UNIT 2162
(use several sheets if necessary)		APPLICANT(S): Dominic Cheung et al.

EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)	
	A49	Hilty, "GoTo.Hell-What Happens When On Line Search Engine Accepts Cash From Web Sites?" from <a href="http://www.ocweekly.com/link/archives/97/27/byte-3.11.98-1.html">http://www.ocweekly.com/link/archives/97/27/byte-3.11.98-1.html</a> , March 1998.
	A50	Flynn, "With GoTo.com's Search Engine, the Highest Bidder Shall Be Ranked First", by the New York Times, March 1998.
	A51	Clark, "Start-Up Plans Internet Search Service Tying Results To Advertising Spending", from the Wall Street Journal, Feb. 1998.
	A52	"Going, Going ...", from A Closer Look of the Wall Street Journal-Marketplace, April 1998.
	A53	"Coursey.com", David Coursey's Insider report on Personal Computing, the Internet and Communications", March 1998.
	A54	Glaser, "Who Will GoTo.com", from OnlinePress.com, Feb. 1998.
	A55	Mardesic, "Search Engine Charges Hit Sites", from <a href="http://www.sjmercury.com/business/center/goti022198.html">http://www.sjmercury.com/business/center/goti022198.html</a> , Feb. 1998.
	A56	"News Watch About Search Engines", from <a href="http://searchenginewatch.com/ness.html">http://searchenginewatch.com/ness.html</a> , Feb. 1998.
	A57	Wang, "Engines Battle Irrelevance of Results", from Internet World.
	A58	Swartz, "Browser Only Lists Paying Web Sites Critics Fear Approach Will Squeeze Out Most Small Internet Players", from <a href="http://www.sfgate.com/cgi-bin/publish">http://www.sfgate.com/cgi-bin/publish</a> on San Francisco Chronicle, Feb. 1998.
	A59	McWilliams, PC World Online, February 23, 1998, "Search Engine To Sell Top Positions On Results Lists", from <a href="http://www.pcworld.com/news/daily/data/0298/...html">http://www.pcworld.com/news/daily/data/0298/...html</a> .
	A60	"Search Engine Start Up To Auction Listings", from <a href="http://www.adage.com/interactive/daily/index/html">http://www.adage.com/interactive/daily/index/html</a> , Feb. 1998.
	A61	Alyson, "Searching The Search Engines", from Bacon's, May 1998.
	A62	Pelline, "Pay-for-placement gets another shot", from <a href="http://www.newscom.?news/item/0,4,19307,00.html">http://www.newscom.?news/item/0,4,19307,00.html</a> , Sept. 1997.
	A63	IBM Technical Disclosure Bulletin, "Organizing A Ranked List of Search Matches", Nov. 1994.
	A64	Jeffrey Brewer, ClickZ Today, August 18, 1998, "Pay-For-Performance: Creating More And Better Value", obtained at the internet address <a href="http://www.clickz.com">http://www.clickz.com</a> , August 18, 1998.
	A65	Jesse Berst, ZDNet, August 17, 1998, "Search Sites' Shocking Secret", obtained at the internet address <a href="http://www.zdnet.com/anchordesk/story/story_2432.html">http://www.zdnet.com/anchordesk/story/story_2432.html</a> , August 17, 1998.
	A66	Sara Fisher, "Budding Internet Firm Finds Niche in Satisfaction", L.A. Business Journal, August 10, 1998.
	A67	"Disclosure Rules", The Industry Standard – The Newsmagazine of the Internet Economy, August 10, 1998.
	A68	G. David Doran, "Pay to Play", Entrepreneur, July 1998, p. 18.
	A69	Advertising Age-Interactive Daily Homepage; obtained at the internet address <a href="http://www.adage.com/interactive/daily/index.html">http://www.adage.com/interactive/daily/index.html</a> , June 8, 1998.
	A70	Kim Komando, "With About 320 Million Sites, Search Engines Offer Some Help", copyright 1998, Los Angeles Times Syndication.
	A71	Margot Williams, "How To Ease Your Online Searches", Lansing State Journal, June 1, 1998.
	A72	"GoTo.com Gets Venture Funding", Internet World Magazine, June 1, 1998.

EXAMINER	DATE CONSIDERED
----------	-----------------

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

RECEIVED

JUL 24 2002

GROUP 3600

FORM PTO-1449	SERIAL NO. 09/993,926	CASE NO. 9623/381
<b>LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT</b>	FILING DATE November 13, 2001	GROUP ART UNIT 2162
(use several sheets if necessary)		APPLICANT(S): Dominic Cheung et al.

EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)	
	A73	Sasha Alyson, "Searching The Search Engines", Front Page, May 8, 1998.
	A74	Advertising Age-Interactive Daily Homepage, February 23, 1998, "Search Engine Startup To Auction Listings", obtained at the internet address <a href="http://www.adage.com/interactive/mdaily/index.html">http://www.adage.com/interactive/mdaily/index.html</a> .
	A75	Brian McWilliams, PC World Online, February 23, 1998, "Search Engine To Sell Top Positions On Results Lists", obtained at the internet address <a href="http://www.pcworld.com/news/daily/data/0298/9880223173204.html">http://www.pcworld.com/news/daily/data/0298/9880223173204.html</a> .
	A76	Jon Swartz, San Francisco Chronicle, February 23, 1998, "Browser Only Lists Paying Web Sites Critics Fear Approach Will Squeeze Out Most Small Internet Players", obtained at the internet address <a href="http://www.sfgate.com/cgi-bin/article/archive/1998/02/21/BU102470.DTL">http://www.sfgate.com/cgi-bin/article/archive/1998/02/21/BU102470.DTL</a> .
	A77	Nelson Wang, "Engines Battle Irrelevance of Results", from <a href="http://www.internetworld.com/print/current/news/19980223-battle.html">http://www.internetworld.com/print/current/news/19980223-battle.html</a> , Feb. 1998.
	A78	Search Engine Watch, February 21, 1998, "GoTo Sells Positions", obtained at the internet address <a href="http://www.searchenginewatch.com/news.html">http://www.searchenginewatch.com/news.html</a> , February 23, 1998.
	A79	Jodi Mardesich, "Search Engine Charges Hit Sites", from <a href="http://www.sjmercury.com/business/center/goto022198.html">http://www.sjmercury.com/business/center/goto022198.html</a> , Feb. 1998.
	A80	Ken Glaser, "Who Will GoTo.com?", OnlinePress.com, Feb. 1998
	A81	Jeff Peline, "New Search Engine Goes Commercial", from <a href="http://www.news.com/News/Item/0,4,19281,00.html">http://www.news.com/News/Item/0,4,19281,00.html</a> , February 20, 1998.
	A82	"Going, Going...", The Wall Street Journal, April 1998. p. B1.
	A83	David Coursey, "Coursey.com", March 1998.
	A84	Don Clark, "Start-Up Plans Internet Search Service Tying Results To Advertising Spending", The Wall Street Journal, February 20, 1998.
	A85	Laurie J. Flynn, "With GoTo.com's Search Engine, The Highest Bidder Shall Be Ranked First", The New York Times, March 1998, p. C1.
	A86	Wyn Hilty, OCWeekly byte marks, "GoTo.Hell", from <a href="http://www.ocweekly.com/ink/archives/97/27byte-3.11.98-1.shtml">http://www.ocweekly.com/ink/archives/97/27byte-3.11.98-1.shtml</a> , March 13, 1998.
	A87	Jodi Mardesich, "Web Site Operators Pay For Top Billing", The News - Herald (Willoughby, OH), March 2, 1998.
	A88	Laura Rich, Adweek Online IQ News Online, February 23, 1998, "New Search Engine Allows Sites to Pay Their Way to Top", from <a href="http://www.adweek.com/iq/iqnews02.asp">http://www.adweek.com/iq/iqnews02.asp</a> , Feb. 1998.
	A89	Patricia Riedman, "Search Engine Startup To Auction Listings", Advertising Age Magazine, February 23, 1998, p. 34.
	A90	Steven Vonder Haar, ZDNet.com, February 19, 1998, "Searching For The Highest Bidder", obtained at the internet address <a href="http://www.zdnet.com/intweek/daily/980219i.html">http://www.zdnet.com/intweek/daily/980219i.html</a> , February 23, 1998.
	A91	Nelson Wang, "Engines Battle Irrelevance of Results", Internet World, Feb. 10, 1998, p. 1
	A92	Interactive Week Magazine, Garden City, N.Y. May 25, 1998.
	A93	Jeff Peline, "New Search Engine Goes Commercial", CNET News.com, from <a href="http://www.news.com/News/Item/0,4,19281,00.html">http://www.news.com/News/Item/0,4,19281,00.html</a> , Feb. 20, 1998.

RECEIVED

JUL 24 2002

GROUP 3600

EXAMINER	DATE CONSIDERED
----------	-----------------

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

FORM PTO-1449	SERIAL NO. 09/993,926	CASE NO. 9623/381
<b>LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT</b>	FILING DATE November 13, 2001	GROUP ART UNIT 2162
(use several sheets if necessary)		APPLICANT(S): Dominic Cheung et al.

EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)	
	A94	Nick Wingfield, Staff Writer, CNET News.com, June 21, 1996, "Engine Sells Results, Draws Fire", obtained at the internet address <a href="http://www.news.com/News/Item/Textonly/0,25,1635,00.html">http://www.news.com/News/Item/Textonly/0,25,1635,00.html</a> , July 29, 1999.
	A95	Nick Wingfield, Staff Writer, CNET News.com, May 22, 1996, "Another Engine Takes Ads By The Click", obtained at the internet address <a href="http://www.news.com/News/Item/0,4,1387,00.html">http://www.news.com/News/Item/0,4,1387,00.html</a> , July 29, 1999.
	A96	Rose Aguilar, Staff Writer, CNET News.com, April 29, 1996, "New Ad Model Charges By The Click", obtained at the internet address <a href="http://www.news.com/News/Item/0,4,1199,00.html">http://www.news.com/News/Item/0,4,1199,00.html</a> , July 29, 1999.
	A97	Alex Lash, Staff Writer, CNET News.com, December 11, 1996, "Open Text Updates Tools", obtained at the internet address <a href="http://www.news.com/News/Item/0,4,6118,00.html">http://www.news.com/News/Item/0,4,6118,00.html</a> , July 29, 1999.
	A98	"About SearchUP, Inc.", July 15, 1999, obtained at the internet address <a href="http://www.searchup.com/about.cfm">http://www.searchup.com/about.cfm</a> .
	A99	"Testimonials", July 15, 1999, obtained at the internet address <a href="http://www.searchup.com/testimonials.cfm">http://www.searchup.com/testimonials.cfm</a> .
	A100	"Benefits", July 15, 1999, obtained at the internet address <a href="http://www.searchup.com/benefits.cfm">http://www.searchup.com/benefits.cfm</a> .
	A101	"Information", July 15, 1999, obtained at the internet address <a href="http://www.searchup.com/information.cfm">http://www.searchup.com/information.cfm</a> .
	A102	"Tips & Tricks", July 15, 1999, obtained at the internet address <a href="http://www.searchup.com/tipsandtricks.cfm">http://www.searchup.com/tipsandtricks.cfm</a> .
	A103	Correspondence from Bryan Buck, President of SearchUp.com, July 7, 1999.
	A104	Saul Hansell "Alta Vista Invites Advertisers to Pay for Top Ranking", The New York Times, April 15, 1999, p. C2
	A105	Galore - Super Search Engine, May 21, 1999, obtained at the internet address <a href="http://www.galore.com/1/mainframe.shtml">http://www.galore.com/1/mainframe.shtml</a> .
	A106	hitsgalore.com Search Engine, May 21, 1999, obtained at the internet address <a href="http://www.hitsgalore.com">http://www.hitsgalore.com</a>
	A107	I Seek It "The Next Generation Search Engine", May 21, 1999, obtained at the internet address <a href="http://www.iseekit.com">http://www.iseekit.com</a> .
	A108	Correspondence from Emilia F. Cannella to Robert Brahms, CEO of BeFirst Internet Corporation regarding findwhat.com, July 20, 1999.
	A109	Correspondence from Emilia F. Cannella to Michael Melcher, MC Services regarding SearchUP.com, July 1, 1999.
	A110	Correspondence from Emilia F. Cannella to Robert G. Schuler, Esq., Kegler, Brown, Hill & Ritter regarding iseekit.com, July 1, 1999.
	A111	Correspondence from Emilia F. Cannella to Andrew Conru, Vote Publishing regarding galore.com, June 30, 1999.
	A112	SearchUP.com - Internet Directory, Automated Bid Placement System, obtained at the internet address <a href="http://www.searchup.com/search.cfm">http://www.searchup.com/search.cfm</a> , August 25, 1999.

RECEIVED


JUL 24 2002

GROUP 3600

EXAMINER	DATE CONSIDERED
----------	-----------------

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

FORM PTO-1449	SERIAL NO. 09/993,926	CASE NO. 9623/381
<b>LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT</b>	FILING DATE November 13, 2001	GROUP ART UNIT 2162
(use several sheets if necessary)		APPLICANT(S): Dominic Cheung et al.

EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)	
	A113	SearchUP: URL Position Manager, obtained at the internet address <a href="https://www.securearea.net/searchup/login.cfm">https://www.securearea.net/searchup/login.cfm</a> , August 25, 1999.
	A114	SearchUP: URL Position Manager, obtained at the internet address <a href="https://www.securearea.net/searchup/newaccount.cfm">https://www.securearea.net/searchup/newaccount.cfm</a> , August 25, 1999.
	A115	SearchUP: URL Position Manager, obtained at the internet address <a href="https://www.securearea.net/getaccount/login.cfm">https://www.securearea.net/getaccount/login.cfm</a> , August 25, 1999.
	A116	Correspondence from Emilia F. Cannella to Mr. D. Reed, Reports Galore, regarding <a href="http://hitsgalore.com">hitsgalore.com</a> , June 30, 1999.
	A117	Miller, Karen L., "Improve Your Ranking", Home Office Computer, Vol. 16, No. 1, Jan. 1998, p. 51(2).
	A118	Jeff Fretzen, "Help For Getting The Word Out About Web Sites", PC Week, Vo. 14, No. 46, Nov. 3, 1997, p. 27(1).
	A119	Article from the Search Engine Report, "GoTo To Sell Positions", March 3, 1998, <a href="http://www.searchenginewatch.com/sereport/9803-to-to-html">http://www.searchenginewatch.com/sereport/9803-to-to-html</a> .
	A120	Article from CNET News, "Engine Sells Results, Draws Fire", June 21, 1996, <a href="http://www.nees.com/News?Item/0,4,1635,00.html">http://www.nees.com/News?Item/0,4,1635,00.html</a> .
	A121	Press release on Lightweight Directory Access protocol (LDAP), Netscape Comm. Corp. Mountain View, CA., April 1996.
	A122	ClickMail Central directory, circa April 1996.
	A123	GoTo.com, circa 1998, at <a href="http://www.goto.com">www.goto.com</a>
	A124	Northern Light, circa 1997-98, at <a href="http://sirocco.northernlight.com">sirocco.northernlight.com</a>
	A125	Laura Rich, Adweek Online IQ News Online, February 23, 1998, "New Search Engine Allows Sites to Pay Their Way to Top", from <a href="http://www.adweek.com/iq/iqnews02.asp">http://www.adweek.com/iq/iqnews02.asp</a> , February 23, 1998.
	A126	Smith, Laura B., article "Going ... Gone", PC Week, Vol. 13, No. 34, August 26, 1996, p E1 (2), <a href="http://www.dialog-classic.com/DialogClassic/dialog">http://www.dialog-classic.com/DialogClassic/dialog</a> .
	A127	Cliff Kurtzman, "Another Internet Advertising List", Internet Advertising Digest #006, dated June 19, 1996, from <a href="http://www.o-a.com/archive/1996/june.0021.html">http://www.o-a.com/archive/1996/june.0021.html</a> , printed 09/28/01, 5 pages.
	A128	Findwhat.com online Account Management Area, printed from the Internet at: <a href="https://secure.findwhat.com">https://secure.findwhat.com</a> , 16 pages.

RECEIVED

JUL 24 2002

GROUP 3600

EXAMINER	DATE CONSIDERED
----------	-----------------

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.